

Andrea Szyper

aszyper@gmail.com

Writer, editor, marketer, brand and content strategist

Job experience

Communications Director, Untours November 2014 – present

Untours is a tour operator specializing in semi-independent, apartment-based European vacations.

Plan and oversee company marketing efforts, draft and execute a marketing plan

Set and follow annual editorial calendar for content across media

Edit, source, and generate all content for website, blog, newsletters

Drive company social media, increasing reach, engagement, and follows

Execute measurably effective email promotions to drive sales and web traffic

Design, write, and execute email marketing campaigns and automated marketing

Company rebrand and branding strategy

Develop and launch new products, coordinating with program managers and consultants

Collaborate with designers and printers for direct mail promotions, including catalog

Hire and manage interns and suppliers/vendors

Work closely with developers on website revisions and redesign

Track trends and follow best practices in marketing, web, technology, and communication

B Corp certification and annual benefit report

Communications Manager duties as described below

Philadelphia Blogger, Spotted by Locals August 2015 - present

www.spottedbylocals.com

Research, write, and post short articles on Philadelphia sights

Maintain and update web content for accuracy

Collaborate with directors and editors to promote posts

Freelance and Consulting, Andrea Sz Communications January 2015 - present

Write and copy edit for web and print

Manage website content and updates

Design and write email marketing campaigns

Business blogging, white papers, and other content creation

Fundraising appeals and other pro bono work

Communications Manager, Untours August 2013 – November 2014

Write, edit, and copy edit website, books, catalog, newsletter, and email campaigns

Manage updates and generate content for websites and blog

Source and edit/format images for website and publications

Write and circulate press releases to news outlets and bloggers

Set strategy for communications, marketing, and IT

Create style sheets for web and print; standardize and brand company communications

Oversee updates of all client-facing print publications, destination guidebooks
Coordinate client communications and customer service correspondence
Revise client correspondence, adding clear call to action, and boosting conversions
Serve as liaison with IT staff and program coordinators to improve customer service process and information sharing online and in print
Design customer surveys and email campaigns
Set up a customer service port on website; organizing, keywording and writing help articles

Co-director of Italian Programs, Untours

September 1997 – August 2013

Marketing, writing and web

Oversee the updates of all client-facing publications
Research, write, edit and maintain guidebooks for each of our Italian destinations
Write and maintain program web content, including photography
Set group advisory strategy for the company, including marketing and financial goals, client demographics study, market analysis, and new product development
Coordinate client communications audit and revamp correspondence, website, and printed info
Collaborate with developer to convert company-wide planning materials to online format, organizing information from multiple sources and rewriting and editing content for web
Write and edit e-newsletter, company press releases, and automated marketing campaigns
Write for catalog, website, blog, and other marketing efforts

Other duties

Research and develop new programs (Venice, Florence, Rome, Sicily, Amalfi Coast, and Umbria)
Hire and monitor European staff, communicate client logistical details and company news to them
Find, inspect, and contract new vacation apartments
Perform basic customer service: sales, billing, logistics planning, and reservations with suppliers
Travel internationally to research, build relationships with vendors and staff, interact with clients

Skills

Marketo, Infusionsoft, Microsoft Office, Google programs, WordPress, Drupal Gardens, SurveyMonkey, SurveyGizmo, Wrike, AP Stylebook, Facebook, Instagram, Twitter, Pinterest
Basic: HTML, Adobe Photoshop, Adobe InDesign, Google Analytics, SEO

Education

Marquette University (Milwaukee, WI)
BA in Journalism

Other experience

Proofreader, *Philadelphia Weekly*
Editorial Intern, *Home Magazine* (New York), *Pittsburgh Magazine*, *Art Muscle Magazine*